

HDPE Recycling

Films recognized to enhance
the recyclability of high-density
polyethylene mono-materials



A step toward easier HDPE recycling

The recycling of HDPE (high-density polyethylene) containers can be a challenge, especially with limited viable options in the industry that enable it.

The Avery Dennison portfolio of polypropylene and polyethylene labels with emulsion acrylic adhesives brings HDPE recycling to a new level. As a mono-material approach, it is the first to pass testing and to meet or exceed the strictest APR (Association of Plastic Recyclers) HDPE Critical Guidance criteria.

This recognition gives brands in segments such as personal care, home care, and automotive validation that allows the label to remain on the container during recycling without impacting the overall physical properties of the recycled HDPE pellets.

Our HDPE recycling solutions also support reclosure labels for mono-material packaging, which means flexible packaging such as wet wipes can be recyclable as well when plastic lids are replaced with PS reclosure labels.

Mono-material: A product only composed of a single type of material, therefore, typically easier to recycle than products made of various materials.

How it works

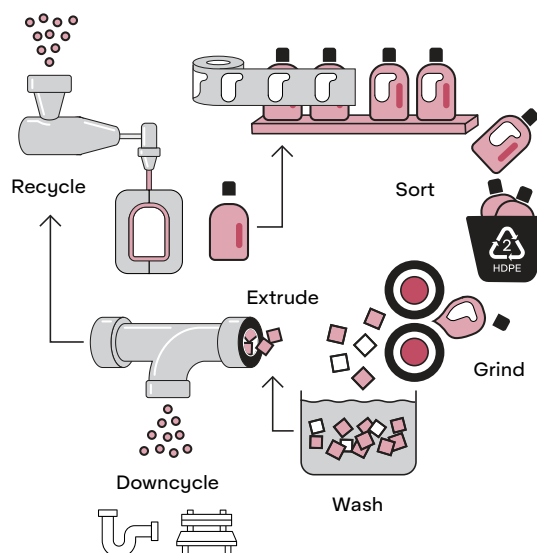
HDPE plastic can be reused and recycled, making it a sustainable and long-lasting product that has endless applications.

In a conventional recycling process, HDPE is generally separated by resin color, with anything foreign to the bottle (decoration, inks, coatings, etc.) removed, and rigorously cleaned, which then goes through an extrusion process, taking shredded pieces of HDPE plastic and melting them into pellets for later use.

After the extrusion process, the resin will either be downcycled and used in things such as park benches and piping, or recycled back into non-food-grade bottles.

The Avery Dennison HDPE mono-material label eliminates its removal¹ during the recycling process, making it an ideal choice for conscious brand owners seeking an efficient labeling solution.

*Based on unprinted label materials



Key features

- Allows HDPE recycling and downcycling into rHDPE, which preserves a valuable raw material
- Labels stay with the container during recycling without impacting rHDPE pellets for pigmented applications
- Available in PP, PE, PO film facestocks
- PS label lids enable recyclability of flexible packaging
- Certified by the APR, meeting or exceeding their strictest criteria

Application areas




HDPE containers used in various segments including personal care, home care, and automotive

Product information

Code	Description	Width (mm)
• BW7777NF	Fasson PE 85 Clr NTC/S692N/BG40WH FSC IMP	1500
• BW9666NF	Fasson PE 85 Wh. NTC/S692N/BG40WH FSC IMP	1500
• VA4216NF	FASSON PE85 TOPTRANS/S692N/BG40WH FSC IMP	1500
• VA4208NF	Fasson PE85 TOP WHITE/ S692N/BG40WH FSC IMP	1500
• BW0242NF	Fasson 50u Clr PP TC/S692N/BG40WH FSC IMP	1500
• SMP2239NF	Fasson 60u Wh. PP TC/S692N/BG40WH FSC IMP	1500
• 77138N	Fasson 50u Clr PP TC/S692N/PET30 NI	1500
• SW8505	Fasson Global MDO White NTC/S692N/PET23 NI	1500
• SW8506	Fasson Global MDO Clear NTC/S692N/PET23 NI	1500
• BW8079	Fasson 65u Flexiprint CLR TC/S692N/BG40WH IMP	1500
• BW8029	Fasson 50u Flexiprint CLR TC/S692N/BG40WH IMP	1500
• BW8098	Fasson 50u Flexiprint WH TC/S692N/BG40WH IMP	1500

• Sustainable Advantage Portfolio

Find more sustainable label solutions at label.averydennison.com

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